

## A knowledge management metrics model for measuring strategy implementation success

### Abstract

Many organisations fail to implement their strategies due to the inability of stakeholders in addressing the problems associated with strategy implementation. This paper aims to support their ability and involvement in solving these problems as well as measure the success of strategy implementation through the development of a knowledge management metrics model. This model comprised a set of 33 indicators, grouped into two metrics to measure the success of strategy implementation. The importance of the proposed indicators was theoretically discussed and justified through interview and survey conducted in the Malaysian higher education sector. In addition, a quantitative statistical analysis was performed to confirm this model. The overall results from the empirical evaluation were positive, thus indicating the appropriateness of this model. The crucial indicators were discussed so that managers can devote more attention to these elements. Furthermore, the key actors that influence the success of strategy implementation were also identified. For Malaysian Higher Education Institutions (HEIs), the model can aid them to measure their strategy implementation and increase their education quality. It can guide the top and middle managers in making decisions to support the achievement of strategy implementation success.